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# Demand Creation

Module 2

2019 | August





# Crossing the Line



# Learning Outcomes



At the end of this session, the participants will be able to:

1. Explain the concept of demand creation
2. Discuss the relationship between behaviour change strategies and demand creation
3. Identify appropriate promotional approaches to create demand for a HWTS program
4. Discuss the importance of using effective communication strategies and channels

# Formative Research or Customer Discovery

Helps identify knowledge gaps and barriers.

Allows program designers to identify and understand behavioural factors, needs, cultural, and traditional practices that may influence program outcomes.





# Panau Assumptions



Your group has 10 minutes

Discuss how you could check the validity of the assumptions.

“What can you do to determine if these assumptions are true or false for Panau?”

“What tools, activities and questions might you have to use?”

(make a list).



## Surveys

- Limited number of questions that need to be answered but no follow-up questions
- Data can be generalized

## Observation

- All about watching people!
- Gain insight into details people couldn't describe, didn't think were relevant or didn't know

## Focus Groups

- Guided discussion
- Usually the people who will use the product or perform the behaviour

## Key Informant Interviews

- In-depth interviews
- People with certain perspective or first hand knowledge



# Interpreting Pictures



In your groups look at the three pictures you have been given and discuss the following questions:

- Who was the messaging meant for (target audience)?
- How did the organization or company increase awareness or create demand for the product or service?
- What motivations did they use?
- Would you purchase or do what they are advertising?





**YOU SMOKE.  
YOUR CHILD SMOKES!**  
TAKE YOUR SMOKE OUTSIDE.

By the time he is 6 years old your child would have inhaled the equivalent of 102 packs of cigarette.

tobacco free futures




World Health Organization  
**TOBACCO BREAKS HEARTS**  
Choose health, not tobacco

Reducing tobacco use promotes  
**GLOBAL HEALTH and boosts DEVELOPMENT**

#NoTobacco



"WOULD YOU CARE MORE IF I WAS A PANDA?"



STOP THE VIOLENCE  
Don't smoke and drink

ecoviv



E. Coli  
Salmonella typhi  
Cholera vibrios  
Hepatitis A

**SOME THINGS SHOULD NEVER BE FOR SALE.**



LET'S END CHILD SLAVERY AT [NOCHILDFORSALE.CA](http://NOCHILDFORSALE.CA)  
#nochildforsale

World Vision



Chase Chocoré



**Coca-Cola**

open a Coke,  
open happiness

# What is demand creation?

“Awareness of and demand for...  
products or services among a particular  
intended audience through social and  
behavior change communication and  
social marketing techniques”

**Discuss and record possible needs and desires these groups might have, specific to a latrine program.**

- Women
- Elderly
- Child
- Physically or intellectually disabled persons



At which phase in the ADDIE framework should demand be created?”

1. Stand and find a partner, it doesn't matter who!
2. Take 5 minutes.
3. Brainstorm activities you have seen used in your own communities, other programs, or activities you have heard or learned about to generate demand.





**What are  
communication  
channels?**





1. Divide into four small groups, anyone in any group.
2. Each group should sit at one of the four allocated tables.
3. Follow the instructions on how to fold your piece of paper into an origami shape.
4. No speaking with other groups.
5. You have 5 minutes.





Do they all look the same?

Why do you think there are differences?

People have different preferences on where and how they receive their demand creation messages and it may change depending on the message.



**“What questions would you ask to help you understand which communication channel would be most effective for your target audience?”**

Discuss in your Panau groups which communication channels you will choose to help you with your demand creation activities.

You have 15 minutes.

# What is Marketing?

Marketing means the right people promoting the right products in the right place at the right price. This is commonly referred to as the 5 P's of marketing

- Product
- Promotion
- Place
- Price
- People

1. Which activities will your HWTS program use to create demand?
2. Will these activities help your team reach the behaviour goals and the overall latrine program goal?



# Workflow Chart Review



# Creating Demand Using Data, Activities, and Communication Channels

Target Audience	Possible behavioural Factors	What formative research will you use to check your assumptions?	Behavioural Goal	Activities	Communication channel



# References



# How CAWST Can Support You!

Contact CAWST for support on using and adapting our education and training resources for your work.

Visit [resources.cawst.org](https://resources.cawst.org) for:

Latest updates to this document and other workshop and training-related resources

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